

# **PRINCIPLES AND PRIORITY ACTIONS FOR THE GREATER WARDS CORNER COMPREHENSIVE PLAN**

COMMUNITY MEETING 1/17/2004

The Wards Corner Task Force and the Wards Corner Partnership encouraged the City of Norfolk to conduct a comprehensive study and plan to revitalize the Greater Wards Corner Area. To help guide this effort, these community stakeholders crafted an initial "Vision of the Greater Wards Corner Area" in April, 2003. The City of Norfolk has subsequently retained Wallace, Roberts & Todd, LLC - along with Hammer, Siler, George, economic consultants, and Kimley-Horn Associates, transportation consultants - to prepare a Comprehensive Plan for the Greater Wards Corner Area.

On October 7, 2003 the City of Norfolk held a community meeting at the Granby High School in order for the consultants to make a progress report on their work to the community and to revise and refine the previous Vision Statement. What came out of this discussion is the following set of principles and priority actions for the Comprehensive Plan for the Greater Wards Corner Area.

## **PRINCIPLES**

- *Use City powers and new investment to eliminate blighting influence of high-crime areas and encourage maintenance through comprehensive code enforcement*
- *Create a vibrant new mix of quality retail, entertainment and local services responding to the needs and preferences of local residents as well as the regional trading area*
- *Encourage a new, more urban pattern of development in Wards Corner; one with a lively mix of uses, a pedestrian orientation and a renewed sense of place*
- *Encourage diversification of the housing stock, with quality higher density housing interspersed with retail to generate an active pedestrian environment*
- *Enhance the scenic character and more efficient vehicular and pedestrian travel patterns along Little Creek Road and other highway corridors*

- *Improve amenities to help re-establish Wards Corner neighborhoods as among the most desirable in all of Norfolk for families of various economic means*

## **PRIORITY ACTIONS FOR RETAIL**

- *Create a new mix of local retail, restaurants and quality, high density housing in the historic Wards Corner retail center*
- *Plan for a new “uptown” district that extends from Tidewater Drive to I-64 including regional retail, local retail, office space, market-rate rental residences and a hotel*
- *Seek redevelopment of blighted, crime-plagued properties along Little Creek Road from I-64 to Southern Shopping Center*

## **PRIORITY ACTIONS FOR NEIGHBORHOODS**

- *Retain and enhance the existing single family housing stock through code compliance, promoting home ownership, and investments in housing renovation*
- *Encourage single family house in-fill development and ensure that it is well-integrated in style and scale with established patterns*
- *Encourage townhomes and market-rate rentals in under-used or deteriorated locations along Little Creek Road to diversify the housing stock at the high end of the market*
- *Improve and enhance public facilities and parks which are well-maintained, staffed, and programmed to offer a variety of activities to engage children and youth*
- *Retain the former Jewish Community Center site as a location zoned for institutional use, as it is an important recreational, open space and civic resource*
- *Redesign the Titustown Neighborhood Retail District as a "village center" with goods and services oriented to serving local residents as well as traffic on Little Creek Road*

## PRIORITY ACTIONS FOR ROADWAY CORRIDORS

- *Place utilities underground and enhance streetscapes at key locations with high pedestrian activity such as the Titustown "village center", and the historic Wards Corner "town center"*
- *Reduce peak period traffic congestion through improved signal timing and intersection configurations, and reduced delays due to left-turning vehicles at critical locations*
- *Make vehicular and pedestrian circulation safer and more pleasant by traffic calming and street designs which enhance pedestrian safety and overcome barrier conditions*
- *Enhance tree canopy and landscaped buffers, transforming West Little Creek Road as a scenic "green boulevard"*
- *Enhance streetscape at important "gateway" locations such as the Little Creek Road intersections at Hampton Boulevard, Granby Street and Tidewater Drive*